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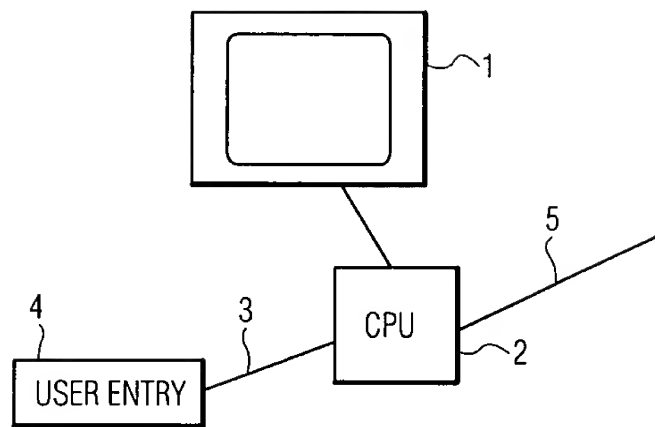


FIG. 1

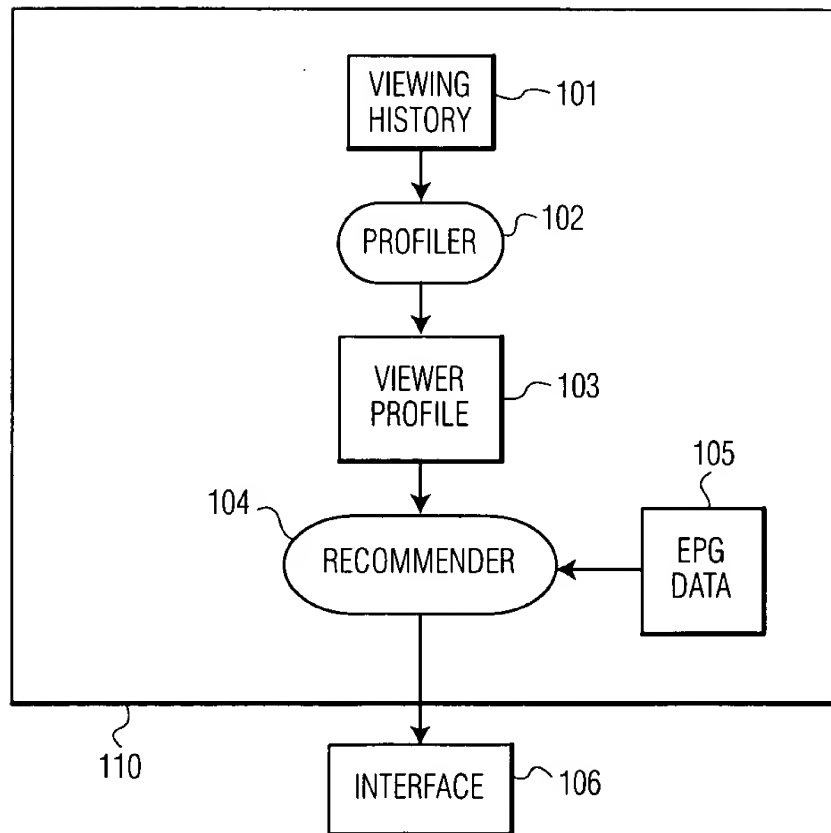


FIG. 2

LET S BE ALL SHOWS NOT WATCHED IN THE 7 DAYS PRIOR TO
AND INCLUDING THE CURRENT DAY.
LET N BE 1.

FOR EACH TV SHOW WATCHED
ENTER THE WATCHED SHOW IN THE VIEWING HISTORY
AS A POSITIVE EXAMPLE.
SELECT A SUBSET S OF SHOWS NOT WATCHED
SELECT AT RANDOM N SHOWS FROM SET S AND ENTER
THEM IN THE VIEWING HISTORY AS NEGATIVE EXAMPLES.
IF AN EXPLICIT VIEWER PROFILE IS AVAILABLE, THEN THE
RANDOM SELECTION CAN BE BIASED AWAY FROM SHOWS
"LIKED" AND TOWARDS SHOWS "NOT LIKED."

FIG. 3

FIELD	DESCRIPTION
\$DATE	YYYYMMDD
\$AIR_TIME	HHMM (E.G. SOME VALUE IN THE RANGE 0000-2359)
\$STATION_SIGN	4 CHARACTERS (E.G. WABC)
\$TITLE	120 CHARACTERS (E.G. "ANTIQUES ROADSHOW")
\$DESC	120 CHARACTERS (E.G. "SKULLY VISITS ALIEN SPACECRAFT")
\$GENRE	20 CHARACTERS (E.G. "SCIENCE FICTION")
\$ACTORS	120 CHARACTERS (E.G. "JOHN DOE, JANE DOE")
\$DIRECTORS	120 CHARACTERS (E.G. "JOHN HITCHCOCK")
\$HOSTS	120 CHARACTERS (E.G. "JOHN HOST")
\$PRODUCERS	120 CHARACTERS (E.G. "JANE RICH, JOHN MONEYBAGS")
\$WRITERS	120 CHARACTERS (E.G. "JOHN POET")

FIG. 4

TOTALPROGRAMS	55	55
DAYTIMEIMON2100	5	0
DAYTIMEIMON2200	6	1
DAYTIMEITUE2200	4	1
DAYTIMEIWED2000	4	0
DAYTIMEIWED2200	6	0
STATIONIWABC	10	1
STATIONIWNBC	30	0
STATIONIWNYW	13	0
TITLEI20/20	5	0
TITLEIDATELINE NBC	11	0
TITLEIMLB PLAYOFFS	10	0
TITLEIPAID PROGRAMMING	0	5
GENREANIMATED	0	4
GENREBASEBALL	13	1
GENRECOMEDY	4	8
GENREFOOTBALL	4	0
GENREIMAGAZINE	18	0
GENREINWS	22	4
GENREREALITY	4	1
GENRESITUATION	3	5
GENRESPORTS EVENT	15	2
GENREITALK	18	3
DESCIALLY	6	0
DESCIIF	6	0
DESCIMCBEAL	4	0
DESCIALTERNATE	5	0
DESCIGAME	4	0
DESCILINEUP	5	0

DESCILOCAL	4	0
DESCINECESSARY	6	0
DESCIPRIMETIME	5	0
DESCIPROGRAMMING	4	0
TV RATINGITV14	6	3
TV RATINGITVG	0	4
SEX RATINGIN	51	52
LANGUAGE RATINGIN	51	50
ADVISORYIADULT SITUATIONS	0	8
ADVISORYILANGUAGE	0	5
MPAA RATINGIR	0	4
STAR RATINGI**+	0	5
PROGRAM LANGUAGEIENGLISH	51	52
COUNTRY OF ORIGINIUNITED STATES	0	7
EPISODE TITLEIGAME	7	0
EPISODE TITLEILEAGUE	4	0
EPISODE TITLEINEW	5	0
EPISODE TITLEISERIES	9	0

FIG. 5

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$$T = k(C+) + k(C-)$$

$$P(C+) = k(C+)/T$$

$$P(C-) = k(C-)/T$$

FIG. 6A

$$P(fi|C+) = k(fi|C+)/k(C+)$$

$$P(fi|C-) = k(fi|C-)/k(C-)$$

FIG. 6B

$$P(C+|x) = P(x|C+)P(C+)/P(x)$$

$$P(C-|x) = P(x|C-)P(C-)/P(x)$$

WHERE

$$P(x) = P(x|C+)P(C+) + P(x|C-)P(C-)$$

$$P(x|C+) = \prod_{i=1}^n P(fi|C+)^{xi} (1-P(fi|C+))^{1-xi}$$

n = number of features in profile

fi = the ith feature in the profile is a bit string
of length n, where the ith bit indicates the

x = {0,1}ⁿ presence (1) or absence (0) of
feature fi in the program

FIG. 6C